



cep ¢ents

A bulletin brought to you by the Certified Equity Professional Institute and distributed to over 3500 professionals in the equity compensation world.

Summer 2010

"Who's Managing Your Company's Equity Plan?"

Seventh Annual CEP Symposium: December 8, 2010, Santa Clara University

The CEPI is pleased to announce the Seventh Annual CEP Symposium: *The Best One Day Event in Equity Compensation*. For \$150, you can attend a full day of top-notch content and have numerous opportunities to network. That's over six hours of content plus breaks, meals and a reception for only \$150. Be sure to register early – at this price, we are sure to have a sell out!

Speaking Proposals

Do you have a hot topic to share? There is still time to submit speaking proposals for the Symposium. Go to www.surveymonkey.com/s/RFP_CEP_Symposium_2010 and complete the application. The deadline to submit is **July 9, 2010**.

Sponsors

Interested in sponsoring the event? We have many sponsorship opportunities available. Join the elite group of Symposium sponsors and enjoy all of the benefits of sponsorship plus a free registration. A big thank you to the companies who are already sponsoring the event:

Premier: Fidelity, E*TRADE, Bank of America Merrill Lynch, Charles Schwab

General: Deloitte Tax, iSP Advisors, UBS

Décor: Global Shares

Printing: StockPlanAdministrator.com

Registration

Ready to register? Register online at www.scu.edu/business/cepi/cepi_symposium.cfm. Register a friend! CEPs – this is a great way to earn six hours of continuing education. Are you a CPA? The Symposium is registered with NASBA for CE units, and attendees can earn up to 7 hours of CE. That works out to be \$25 (or less) a credit hour – an absolute steal!

For more information, be sure to visit the CEPI web site at www.scu.edu/business/cepi/.

CEP Exam Registration

Are you a CEP? What's stopping you? If you are thinking about obtaining the designation, but aren't sure, consider the following:

- *The CEP designation benefits your company*
The certification can save time and money for a company. By avoiding just one compliance issue, a company will save more in legal expenses than the entire cost of the program. You cannot buy much legal counsel for \$1295, but you can avoid compliance issues with trained employees.
- *The CEP designation benefits you*
The CEP is the **only** recognized credential for equity compensation professionals. In a recent survey, the CEP Institute found that people with the CEP designation earned - on average - 24% more than people without the designation.

Whether you are new to the program, or if you have already completed a level, now is the time to complete your designation. Registration for the November 6, 2010 exam is open. To register, visit the CEPI website at http://www.scu.edu/business/cepi/cepi_register.cfm. Register early to maximize your study time! **Registration deadline is September 24, 2010.**

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Looking for Continuing Education opportunities? Check out ongoing activity page on the CEPI web site: www.scu.edu/business/cepi/current_ce_opportunities.cfm

CEPs – over 1000 and growing. Be part of this elite group of equity compensation professionals.

Apply for the Marilyn Perkins Claassen Scholarship! Applications are due August 16th.

Marilyn Perkins Claassen Scholarship

Applications are now being accepted for the **2010 Marilyn J. Perkins Claassen Memorial Scholarship Program**. The program was initiated in 2007 in honor of our friend and colleague, Marilyn Perkins Claassen. It recognizes and supports talented individuals who share Marilyn's passion for the equity compensation industry. Thanks to support from **OptionEase**, we are able to offer **two scholarships** for 2010.

The Scholarships will be awarded to two members of the stock plan community who wish to pursue the Certified Equity Professional (CEP) designation. The successful applicants will be provided with a full scholarship for all three levels, excluding materials. If a scholarship recipient has already completed one or more levels of the CEP program, the scholarship will cover the costs of the remaining levels, excluding materials.

Application Deadline August 16th

To apply for the Marilyn J. Perkins Claassen Memorial Scholarship Program, or for more information, please visit www.scu.edu/business/cepi/cepi_scholarship.cfm. Please share this information with your colleagues and friends.

About OptionEase, Inc.

OptionEase (www.optionease.com) is leading the evolution of SaaS-delivered regulatory applications in the highly complex governance, risk and compliance (GRC) marketplace. OptionEase is located in San Juan Capistrano, Calif. and funded by venture capital and private equity.

CEPI Announces 2010 GPS Research Project *GPS: Guidance | Procedures | Systems*

The CEPI is proud to announce our 2010 research project *GPS:Guidance | Procedures | Systems* focusing on Performance Awards. Offering practical guidance for administering performance awards, this project will manage the flexibility of performance awards with best practices and controls focused on plan design, administration and accounting. The CEPI would like to thank the following for their support of the 2010 initiative:

Title Sponsors as of June 2010:

- Bank of America Merrill Lynch
- E*TRADE
- Fidelity Stock Plan Services
- Transcentive, a Computershare company

If you would like information regarding sponsorship, please contact the CEPI at cepi@scu.edu.

The first three research publications are available on the CEPI website. These cover ***Non-Qualified Stock Options, Restricted Stock and Restricted Stock Units, and Global Stock Plans***. You can view a searchable copy of the publications, or download the documents at www.scu.edu/business/cepi/gps.

New Online Registration/Information System

The CEP Institute has completed the initial testing of our new online registration system. The new system serves candidates and CEPs with streamlined processes. CEPs will use the new system to manage contact information, submit continuing education hours and complete volunteer applications online. Candidates will use the system to register for exams, view exam history (including results) and update contact information. A big thank you to the OMIS department at Santa Clara University for their hard work on this project.

The new system should be fully operational before the fall. Look for an announcement on the CEPI home web page soon!

CEP Volunteer Spotlight:

Susan Berry, CEP

What happens when you take a CEP designation, more than 25 years industry experience with both public and private companies, four IPOs, an ARM certification, and toss in a penchant for volunteering? You get Sue Berry, CEP, our volunteer of the month!

Suggestions for the next edition of *cep cents*? Let us know what you would like to see – just send us an email at cepi@scu.edu.

Sue is the Director of Equity Compensation and Risk Management for Magma Design Automation, Inc. She has spent her equity compensation career right here in Silicon Valley, and has watched the emergence of this business into the respected profession that it is today. She also has watched the CEPI grow from small groups that got together to share ideas and help each other into an internationally recognized resource for equity compensation professionals. Sue believes that the sense of community that started the CEPI is what keeps it not only an educational organization but a fun and rewarding one as well.

After more than twenty five years, Sue is considered an expert, but she is the first to admit that keeping up with constantly changing regulations and practices is a challenge. Her answer to this challenge – volunteer for the CEPI!

Keep the CEPI informed!

If your contact information has changed, send an email to the CEPI at cepi@scu.edu.

We never stop learning! It's particularly revealing to find out what we don't know even when we've worked in this business for years. Volunteering not only highlights areas in which we might want more knowledge, but it also reinforces the importance of sharing ideas and solutions with our peers. Volunteering with the CEPI is a great way to keep informed in all the disciplines included in our profession.

Sue earned her CEP designation in 1995 and has been actively volunteering for the CEPI ever since. She has participated in virtually all of the different volunteer activities that are available, including item writing, item review, standard setting and exam assembly. For the past four years, Sue has been part of the Curriculum Committee as a member of the tax panel, helping the CEPI ensure that the exams cover the relevant topics in this critical area. She feels that all of her volunteer work has enabled her to bring the latest knowledge and ideas to her job. Sue's generous sharing of her time, talent, knowledge and enthusiasm are the reasons she has won a Volunteer Excellence award from the CEPI for the past two years.

Finally, Sue would like to share this advice to any CEP who might be contemplating volunteering for the CEPI:

Don't be afraid! Everyone has something to offer. Learning and sharing are rewarding and help to encourage others to enter the program.

So if you are a CEP, don't be afraid to volunteer for the CEPI. And if you are not a CEP, don't be afraid to enter the program.

Thank you, Sue, for all that you do for the CEPI.

Continuing Education

A quick reminder to all CEPs who earned their designation in 2008: Your first 30 hours of continuing education are due December 31, 2010. You can submit the 30 hours any time before the due date. For more information – and for the reporting form - please go to www.scu.edu/business/cepi/stay_current.cfm. Not sure when **your** continuing education hours are due? Send an email to cepi@scu.edu or call us at (408) 554 -2187.

The CEPI website has a page dedicated to ongoing activities that qualify as continuing education. Visit www.scu.edu/business/cepi/current_ce_opportunities.cfm to see the full list. And check out the News and Events page for monthly activities for the equity compensation profession at www.scu.edu/business/cepi/cepi_news_events.cfm.

Reminder: The 7th Annual CEP Symposium will offer six hours of continuing education for CEPs. Register today!

Register for the 7th Annual
CEP Symposium.

www.scu.edu/business/cepi



7th Annual CEP Symposium
The Best One Day Event in Equity Compensation
December 8, 2010
Santa Clara University

During these difficult economic times, the CEPI is thrilled to once again offer the best one-day value in equity compensation. Mark your calendars and plan to attend the event in Santa Clara at SCU. We are lining up a top-notch agenda, packed with the hottest topics, the best speakers, and exceptional networking.

Think you can't afford any events this year?
Think again – all this for just \$150!

Register today at www.scu.edu/business/cepi



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